

COLOR CLUES
to home beauty
WITH RUGS AND CARPETS BY THE
BIGELOW WEAVERS

PRESENTED BY



Bigelow rugs and carpets
ARE MADE TO “GO WITH”
popular colors in all other homefurnishings

Most of you remember only too well the days when different types of fabrics bore little or no color relation to each other. It was difficult to match or mix. Harmony was achieved at the cost of headaches!

Happily, those days are gone forever. Because nowadays colors in homefurnishings are pre-harmonized. Bigelow stylists have grouped Bigelow rugs and carpets into *seven basic* colors which “go with” the popular colors in wall papers and paints, upholstery and drapery fabrics. There is a range of *shades* in each of these basic colors . . . and a wide variety of weaves and patterns.

Now turn the pages of this book to see how Bigelow rugs and carpets have set the color scheme for charming rooms! In each photograph you will see how a Bigelow basic color “goes with” other homefurnishings. And, for a guide to your own choice of colors, turn to the easy-to-follow Color Charts on pages 10, 11, 12 and 13.



Basic blue color scheme FOR AN EARLY AMERICAN ROOM

In decorating this room for Bigelow, Mrs. Christine Holbrook of Better Homes & Gardens magazine developed her color scheme from the *basic blue* of the rug. It is the popular "Cathedral Pines" pattern in Bigelow Beauvais (No. 1643), a Bigelow grade which has been famous for 40 years for smart styling and for long, sturdy wear. With basic blue are combined rich rose tones, yellow, soft blues and soft greens.



Basic burgundy on the floor OF THIS 18th CENTURY ROOM

Take this Bigelow rug in *basic burgundy*, add clear, cool greens for the wall paper, the draperies and the smartly striped chair seats, then furnish with mahogany 18th Century pieces . . . and you have the room recipe for a gracious and livable dining room! The rug is Bigelow Lewis No. 5625, one of the popular self-color leaf designs which "go with" many types and colors of other homefurnishings. It's surprisingly low-priced, too!



***From basic green* THIS BLEND OF 18th CENTURY AND REGENCY WAS CREATED**

This lovely 18th Century floral rug pattern inspired Miss Charlotte Eaton of American Home magazine to create a color scheme of *basic green*, pink and gold. The delicate pink of the walls, the upholstery stripe and the fragile ornaments, as well as the rich gold shades, are picked up from colors in the rug. And perhaps her skillful combination of 18th Century and Regency will give you ideas! The rug is Bigelow Beauvais No. 1636.



***Bigelow basic turquoise* SETS THE SCHEME FOR A COUNTRY FRENCH BEDROOM**

Wouldn't you like to "do over" your bedroom? Try Country French style for a refreshing change, and adopt this color scheme. The wall-to-wall carpet in Bigelow *basic turquoise* is a new looped-pile weave called Ceredo (No. 9970). It is one of the Bigelow patented Lokweave carpets which can be fitted, without waste, into any size or shape room. The novel wall paper and the fabrics set off the lovely turquoise.



***A warm, hospitable color scheme* STARTS WITH BIGELOW BASIC PEACH**

Mrs. Christine Holbrook of Better Homes & Gardens magazine demonstrates again that charming rooms begin on the floor! Starting with a rich 18th Century floral rug pattern, Bigelow Beauvais No. 1640, in *basic peach*, Mrs. Holbrook has added rose-reds, soft blue, greens and gold. And perhaps the rug also inspired the delightful Victorian elements she has introduced, for the Victorians loved floral patterns on the floor.



***From Bigelow basic beige* YOU CAN DECORATE A PROVINCIAL ROOM**

Does *your* room serve as both living and dining room? Miss Charlotte Eaton of American Home magazine, who decorated this room for Bigelow, gives you this delightful color scheme and these ideas for furnishing in simple Provincial style. See how she has repeated the colors in the rug and how the rug is carried into the dining bay. The rug is a Beauvais in a hooked-rug floral pattern (No. 1633) with *basic beige* ground.



***Bigelow basic rose* CREATES BEAUTY UNDERFOOT**

This new Bigelow Fervak rug is as graceful in pattern and as delicate in color as the famous French Aubusson rugs. Notice how it dramatizes the dark 18th Century furniture and the muted colors in the walls and fabrics. Choose it in the charming *rose* of this photograph, or in blue — a soft, light shade in the Bigelow basic blue family. Ask for Fervak No. 9300 and get a pleasant surprise at the low price!



If you plan a new rug



WALL COLOR	DRAPERY COLOR	UPHOLSTERY COLORS	RUG COLORS			WALL COLOR	DRAPERY COLOR
			1st Choice	2nd Choice	3rd Choice		
WHITE, LT. BEIGE OR GREY	Blue	Blue-Rose-Wine-Beige	Burgundy	Blue	Beige	PEACH	Peach
	Rose	Blue-Wine-Beige-Turquoise	Rose	Blue	Burgundy		Blue
	Green	Peach-Cedar-Beige-Gold	Beige	Cedar	Green		Green
	Peach	Blue or Green-Beige-Gold	Blue	Green	Cedar		Oyster
	Burgundy	Blue or Green-Gold-Mauve	Blue	Green	Mauve		Turquoise
	Red	Blue or Green-Gold-Grey	Blue	Green	Red		Brown
	Oyster	Blue or Green-Wine-Gold	Burgundy	Blue	Green		Gold
	Turquoise	Peach or Rose-Beige-Gold	Cedar	Rose	Turquoise		Rose
	Gold	Blue or Green-Wine-Gold	Burgundy	Beige	Mauve		
BLUE	Blue	Rose or Peach-Wine-Gold	Rose	Cedar	Burgundy	ROSE	Blue
	Rose	Blue-Wine-Gold-Beige	Burgundy	Rose	Blue		Green
	Peach	Cedar-Gold-Beige-Blue	Blue	Beige	Brown		Burgundy
	Burgundy	Wine-Rose-Beige-Gold	Mauve	Beige	Blue		Oyster
	Red	Beige-Blue-Wine-Gold	Blue	Red	Beige		Turquoise
	Oyster	Rose or Peach-Gold-Beige	Rose	Cedar	Blue		Brown
	Gold	Wine-Beige-Blue-Gold	Blue	Burgundy	Beige		Turquoise
	Brown	Gold-Peach or Rose-Beige	Beige	Brown	Blue		
GREEN	Rose	Wine-Beige-Mauve-Gold	Mauve	Green	Burgundy	TURQUOISE	Rose
	Green	Peach or Rose-Gold-Beige	Cedar	Mauve	Brown		Peach
	Peach	Cedar-Gold-Beige-Green	Green	Brown	Cedar		Oyster
	Burgundy	Rose-Gold-Wine-Green	Mauve	Green	Beige		Gold
	Red	Green-Wine-Gold-Beige	Green	Beige	Grey		Brown
	Oyster	Peach or Rose-Gold-Brown	Cedar	Mauve	Grey		Burgundy
	Gold	Rose or Cedar-Wine-Gold	Beige	Burgundy	Mauve		



g to “freshen up”—follow this guide for the basic color

UPHOLSTERY COLORS	RUG COLORS		
	1st Choice	2nd Choice	3rd Choice
Blue or Green-Gold-Beige	Brown	Beige	Cedar
Cedar-Beige-Gold-Brown	Blue	Cedar	Beige
Brown-Cedar-Beige-Green	Peach	Green	Beige
Green or Blue-Gold-Beige	Cedar	Beige	Brown
Peach-Beige-Gold-Brown	Beige	Cedar	Turquoise
Blue or Green-Beige-Peach	Cedar	Beige	Brown
Blue or Green-Cedar-Beige	Brown	Beige	Gold
Blue or Green-Beige-Gold	Mauve	Beige	Brown
Wine-Beige-Gold-Rose	Burgundy	Blue	Mauve
Burgundy-Gold-Green-Beige	Beige	Mauve	Green
Blue or Green-Beige-Gold	Mauve	Burgundy	Beige
Blue or Green-Wine-Gold	Burgundy	Beige	Rose
Brown-Gold-Beige-Rose	Turquoise	Mauve	Beige
Blue or Green-Rose-Beige	Beige	Rose	Brown
Gold-Rose-Beige-Wine	Mauve	Beige	Burgundy
Wine-Beige-Gold-Mauve	Turquoise	Beige	Mauve
Cedar-Gold-Beige-Brown	Beige	Brown	Peach
Rose-Beige-Gold-Brown	Turquoise	Beige	Mauve
Brown-Beige-Turquoise-Gold	Beige	Cedar	Turquoise
Rose or Peach-Beige-Gold	Brown	Cedar	Beige
Rose-Beige-Wine-Gold	Turquoise	Beige	Mauve

You want a new rug but you don't want to “do over” the whole room . . . so, what color shall the rug be? Let your other furnishings and this easy-to-follow chart help you to the proper selection.

Check *your* wall color against the *basic* wall colors listed in the first column. Find it? Now put a finger on your combination of drapery and upholstery colors. Follow along to the right . . . and presto! . . . there you have three choices of rug colors, any one of which will be correct and charming in your room. If you find a color name that does not seem to be one of the Bigelow basic colors illustrated by the room settings or listed in the chart on the next two pages, remember that it is a *shade* or tone within a basic color family. “Cedar,” for instance, is a shade in the basic peach group; “mauve” belongs to the basic rose family. These color families are further explained on page 13.

So now all that remains is for you to choose a rug or carpet pattern that pleases you, in the color indicated by this chart, and there you are, with a room that takes on new life and charm!

Why not take this chart along with you when you go to buy your rug?

If you're decorating "from scratch," choose your basic



Charming rooms begin at the floor! So this easy-as-pie color chart shows you how to decorate "from the floor up" as decorating authorities advise, by choosing, first of all, one of the seven smart *basic* colors for rugs and carpets.

When you've decided on the basic color for your rug, simply look across at the other columns of the chart and follow the color scheme that has been expertly worked out to guide your choice of colors in your other furnishings. You can fairly purr with assurance, because they are bound to be in harmony with your basic rug or carpet color. And be sure to read on the opposite page about your wide range of choices in the basic color groups.



CARPET COLOR	WALL COLOR	DRAPERY COLOR	DOMINANT UPHOLSTERY COLOR	SECONDARY UPHOLSTERY COLOR
BEIGE TO BROWN	Beige or Ivory	Peach	Brown	Green
	Blue	Rose	Burgundy	Blue
	Green	Gold or Beige	Cedar	Green
	Peach	Green	Cedar	Gold or Beige
	Rose	Turquoise	Burgundy	Beige
BLUE	Beige or Ivory	Rose	Burgundy	Beige
	Blue	Peach	Brown	Beige
	Peach	Beige	Cedar	Blue
	Rose	Blue	Mauve	Beige
	Grey	Rose	Burgundy	Gold or Beige
WINES	Beige or Ivory	Green	Gold	Wine
	Blue	Oyster	Blue	Gold
	Green	Wine	Gold	Green
	Rose	Turquoise	Gold	Beige
	Grey	Rose	Blue	Mauve

carpet color and follow this guide for your other colors

CARPET COLOR	WALL COLOR	DRAPERY COLOR	DOMINANT UPHOLSTERY COLOR	SECONDARY UPHOLSTERY COLOR
GREEN	Beige or Ivory	Green	Cedar	Beige or Gold
	Green	Peach	Cedar	Beige or Gold
	Peach	Beige	Brown	Cedar
	Rose	Green	Mauve	Grey
	Grey	Peach	Green	Gold
PEACH	Beige or Ivory	Green	Brown	Cedar
	Blue	Beige	Cedar	Gold
	Green	Cedar	Green	Beige
	Peach	Beige	Blue	Gold
	Grey	Peach	Green	Brown
ROSE	Beige or Ivory	Mauve	Turquoise	Beige
	Blue	Oyster	Mauve	Blue
	Green	Rose	Mauve	Gold
	Rose	Blue	Burgundy	Oyster
	Grey	Mauve	Turquoise	Oyster
TURQUOISE	Beige or Ivory	Peach	Brown	Beige
	Rose	Beige	Mauve	Blue
	Peach	Turquoise	Cedar	Beige
	Turquoise	Gold	Mauve	Beige
	Grey	Rose	Burgundy	Beige

Bigelow's seven basic colors are not confined to one *shade* of each listed color, nor to a solid surface of one color. On the contrary, in each basic color group there are many tones and shades and variations in that color family; and the basic color groups include a wealth of figured rugs and carpets, as well as two-tones, pastels and smart textures.

Let's take Basic Blue, for example. The range of tones in this basic color is shown by these Bigelow Family Color Names: Blue, Royal, Federal, Smoke, Ciel, Mid, Sapphire, Smoky, French, Sistine.

So, use this color chart to choose your color scheme. Then take it with you to a rug department and ask to see the selection of Bigelow patterns and weaves in the basic color you've selected.

EARLY AMERICAN

Life was simple; furniture was sturdy. For this style, use chintz, prints, plaids, stripes and simple texture fabrics with hook type or plain twist rugs.

TEXTURE PLAID

GLAZED CHINTZ

STRIPED COTTON

COLONIAL

The period of mahogany, luxurious New England and southern homes. Use brocades, damasks, floral prints, bold silk stripes, with floral or self-color rugs.

BROCADE

COLONIAL PRINT

STRIPED PHAILLE

Choose the right type of fabrics to "go with" your rugs or carpets

Here is another important decorating principle: that there should be a definite relationship as to the type of *weave* and *design*, as well as to color harmony, between your rug and the other fabrics in your room.

Remember that the *kind* of furnishings of each period were determined by the conditions of living at that time, simple or luxurious, and by the materials available. Simple hooked-type rugs and elaborate brocades, for instance, make strange room-fellows because they originated in different eras and under dissimilar scales of living!

Here are four groupings of carpets and fabrics that belong together by *type*. In each group, all fabrics go with any one of the carpets. Of course there are many other Bigelow patterns and colors and many other suitable fabrics, but these examples serve to illustrate the principle, and we hope they will be helpful.



HOOKLOOM

TWIST

HOOKED-RUG DESIGN



FLORAL

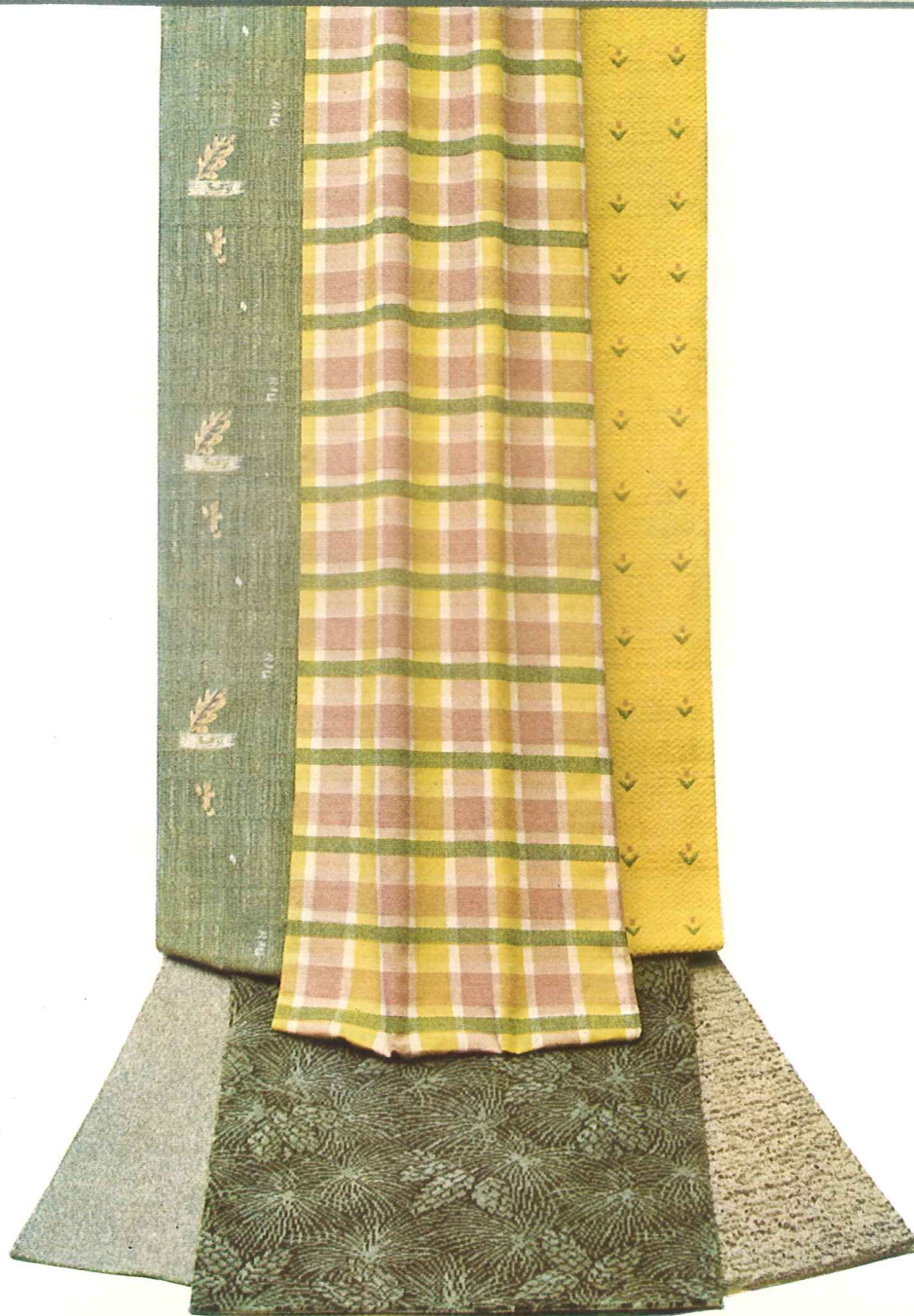
SELF-COLOR

FLORAL

MODERN

Functional design; modern motifs. Use textured fabrics that look hand-loomed, cotton plaids, prints on texture fabrics, stripes, with texturous and self-color rugs.

COTTON BROCADE PLAID FIGURED TEXTURE-WEAVE



TWIST

SELF-COLOR

SHAGGY TEXTURE

18th CENTURY

An era of elegance and formal decoration. Use blocked prints, silk damasks, brocades, brocatelles, delicate stripes, with floral, scroll and plain pile rugs or carpets.

HAND-BLOCKED PRINT STRIPED SATIN SILK DAMASK



EMBOSSED EFFECT

FLORAL

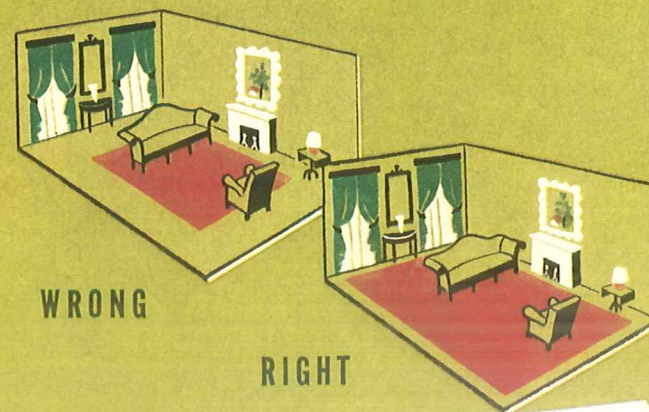
PLAIN 15

How to buy the correct Bigelow rug for your home

We agree with you that buying a rug is a serious matter and its purchase represents a real family investment. Bigelow rugs and carpets are woven to give service underfoot for many years, so they should naturally be chosen with care. Buy your hats lightly, if you like, but do take the following points into consideration when you choose your rug!

WHAT SIZE?

See what the *right* size rug does to make a room look larger and well-balanced! Choose wall-to-wall carpet, or a rug large enough to leave no more than 6 to 12 inches of floor margin. You can buy Bigelow Tailor-Made rugs up to 18 ft. wide and *any* length.



WHAT COLOR?

Refer back to the Color Charts on pages 10, 11, 12 and 13 and choose a Bigelow *basic* color that's in harmony with your other furnishings. All Bigelow rugs and carpets are grouped into 7 basic colors, but there are many *tones* in each basic color group.



WHAT DECORATING STYLE?

Choose a rug in harmony with the style of your house and furnishings . . . but that's easy to do, if you ask for Bigelow rugs. Every popular style is included in the Bigelow assortment, from delightful Early American designs to graceful multi-color florals for 18th Century rooms.



WHAT USE?

Consider the type of room you're buying for. The living room is most on display and gets the wear-and-tear of family life, so it deserves your largest expenditure. Let the kind of room and the degree of use the rug will get guide your selection. There are Bigelow rugs suitable in style and price for all rooms.

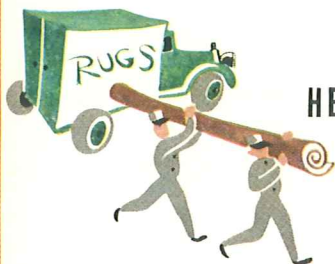


WHAT PRICE?

That's for *you* to say, of course . . . but we want to assure you that we've priced Bigelow rugs for all budgets. And we'd like to point out that the price of any rug is determined by the amount and quality of the wool it contains, so you'd be wise to buy as good a quality as you can afford.

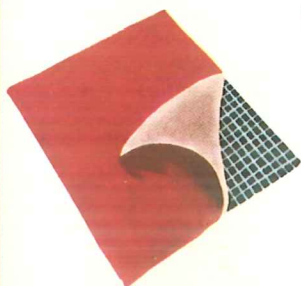


How to take care of your Bigelow rug . . .



HERE IT COMES!

Is your floor in good condition? Smooth and even? Rough places under your rug may cause localized wear. Now that you've bought a new rug, give it a good start in your home and continue with proper care and protection.



YOUR RUG DESERVES A CUSHION

You'll get longer wear from your rug and increase its luxurious feeling underfoot, if you put a rug cushion or lining under it. Ask for Bigelow Banner or Bigelow Pennant Lining in a size to fit your rug. Made in our own mill, both these grades are mothproof and sanitary and hold their shape.

DON'T LET "FUZZING" TROUBLE YOU!



Your new rug or carpet may shed or fuzz up for awhile. Simply sweep off the fuzz. This fluffing up is caused by the working out of short ends left in the yarn as the pile is cut. It is a characteristic of new rugs and will discontinue when these ends have worked to the surface. . . . If you find a few tufts protruding above the surface, *don't* pull them out . . . just clip them on a level with the surface, with a pair of sharp shears.



REMOVE SPOTS AND STAINS PROMPTLY

Prompt action prevents the possibility of chemical action which may permanently injure the color or fibre. Avoid soap solutions and ammonia. To remove soluble grease and fats, use a fresh mixture of naphtha and carbon tetrachlorid in equal parts. Never attempt to shampoo your rug while it is on the floor. If you get an unusual or stubborn spot on your rug, we'll be glad to advise you how to remove it . . . or consult a professional cleaner.



REGULAR CLEANING

Keep your rugs and carpets free from dust and dirt because they injure the wool fibres; and deeply imbedded dirt may do the most harm. So, clean your rugs *regularly*, using a soft-bristled broom or, better yet, a carpet sweeper. Use a vacuum cleaner at least once a week; twice a week on rugs or rug areas that are walked on often. After cleaning, brush the rug gently so that the pile is all left lying in the same direction.



PERIODIC CLEANING

Perhaps you take up your rugs for the summer; perhaps local conditions make frequent professional cleaning advisable. Certainly, yearly or periodic cleaning by a reputable commercial cleaner is recommended. This professional care usually includes cleaning and shampooing. Consult expert cleaners about any unusual problem or condition.

There's a Bigelow Carpet Sweeper especially designed to provide the regular cleaning and care your rug needs. It removes dust and dirt, threads and hairs, and protects the pile of your rug. Ask for the Bigelow Sweeper in rug departments and see its distinctive features for yourself.

Style

INFORMATION, PLEASE . . .



Q. *What's the smartest color for rugs?*

A. The color you like best and that is best suited to your room. Consider whether it needs warm or cool colors, and study the Color Charts on pages 10, 11, 12 and 13. Today's popular rug colors range from light, muted tones to rich dark shades.

Q. *Is a light-colored rug really practical?*

A. It should be, if you are practical about the kind of room you put it in; obviously not in a room much used by children or puppies! Look at Bigelow Firmtwist or Oaktwist in "greyed" tones . . . see the many smart tone-on-tone and multi-color designs that are not likely to show soil or footprints.

Q. *Why do decorators say "begin with the floorcovering"?*

A. Your greatest "furnishing power" lies in your rug because the floor is the largest unbroken expanse to be decorated, and it is such a permanent factor. To realize how much the rug is the key to your room scheme, just remember how bare and forlorn your room looks when the rug is taken up!

Q. *How much floor margin should there be around my rug?*

A. The less margin you have between rug and walls, the larger your floor and your room

will appear. For this reason, many people prefer wall-to-wall carpet. With a rug, leave no more than 12 inches of floor border in a large room; no more than 6 inches in a small room.

Q. *With a figured rug, can I use other figured fabrics?*

A. Yes. With a multi-color floral rug, for instance, you may use a stripe, a self-color damask, or a very small-sealed figured fabric—or use all these types, each fabric in a color picked up from the colors in your rug. Study pages 14 and 15 again, as a guide to combining fabrics and rugs.

Q. *Are textured rugs correct only in Modern rooms?*

A. By no means. Many simple textures that have a handcraft appearance are a refreshing change from hook-rug designs for Early American and peasant styles. Luxurious textures are suitable for present day versions of Colonial American, Georgian and 18th Century styles.

Q. *Are Oriental patterns alone suitable for 18th Century?*

A. Absolutely no! Solid color in plain or twist weaves or in formal textures; self-color or tone-on-tone rugs in stylized leaf, fern and floral designs; and rich multi-color florals are all suitable. Handsome 18th Century floral rugs are especially popular and smart these days.

Q. *Why borderless rugs?*

A. Today's style calls for as large an area of floorcovering as possible. Figured patterns or plain colors carry the eye out toward the walls and make both the rug and the room seem larger, whereas borders on a rug define and limit the room. Tone-on-tone rug patterns and florals and scrolls are very popular.

Q. *Should stair and hall carpets have the same color or design?*

A. Your stairs will seem to rise, quite rightly, from your hall if you keep the same color and pattern, and both hall and stairs will appear as a decorative unit. Many Bigelow patterns are woven in both broadloom and in widths suitable for stairs. . . . Or, if you have a figured rug on your hall floor, you might carpet the stairs in a plain color that "ties in" with the floor design.

Q. *Are the rugs shown in this book the only suitable rugs for the rooms?*

A. No, indeed! There are any number of correct and smart alternative rug choices in each basic color for each room setting we've illustrated. Take this book with you to a rug department and ask the rug salesman to show you all the possibilities.

BIGELOW - SANFORD CARPET CO., INC., 140 MADISON AVENUE, NEW YORK, N. Y.

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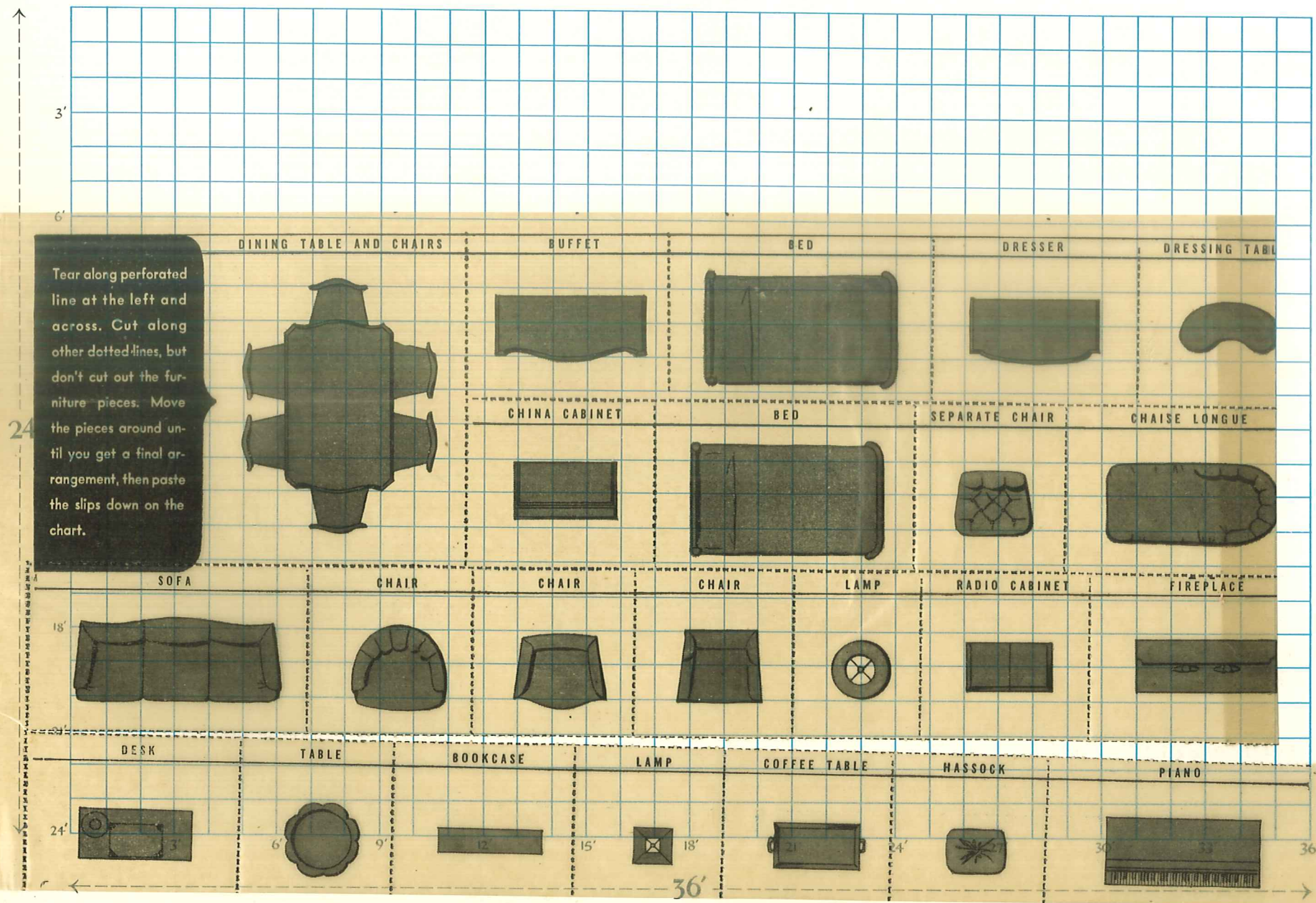


"Let's try the furniture another way . . ."

Do it on paper first! Use this floor plan to try out experimental arrangements. Move sofas, chairs, tables around to your heart's content — on paper. Find a different arrangement that makes your room charmingly new.

Here's how to go about it. Rule off the dimensions of *your* room and indicate doorways, windows, fireplace, etc. Then

select the drawings of furniture that correspond to your pieces and try them in various positions in the room. (They are drawn to the same scale as the room outline.) When you are pleased with your new arrangement, stick the furniture drawings on your floor plan. *And take the whole chart with you to show the salesman when you go to buy your rug.*





Reg. U. S. Pat. Off.